The Role of Senior Woman Administrator
NCAA Senior Woman Administrator Role

• History and Definition.
• Legislation.
• Statistics.
• Misunderstandings.
• Best practices with panelists.
• Questions.
History of the SWA Role

- 1981: Primary Woman Administrator (PWA).
- 1989: Senior Woman Administrator (SWA).
SWA Definition

• An institutional senior woman administrator is the highest ranking female involved with the management of a member institution’s intercollegiate athletics program.

• Purpose: To involve female administrators in a meaningful way in the decision-making process in intercollegiate athletics.
SWA in the Division III Manual

• NCAA Division III Bylaw 4.02.4.1 Institutional Senior Woman Administrator. An institutional senior woman administrator is the highest-ranking female involved in the management of an institution’s intercollegiate athletics program. An institution with a female director of athletics may designate a different female involved in the management of the member’s program as a fifth representative to the NCAA governance structure.
Statistics Relevant to the Division III SWA Role

• SWA Role a Pathway to the AD Position.
  o 27% of Division III Athletics Directors Were Women (2015-16)

• SWA Role and Diversity (2015-16)
  o 438 Total SWAs in Division III
    • 406 White
    • 19 Black
    • 8 Hispanic/Latino
    • 1 Asian
    • 4 each for Two or More Races and Other
Misunderstandings of the SWA Role

• SWA = Senior “Women’s” Administrator.
  o Only responsible for women’s athletics.

• SWA = A Job Title.

• Senior means oldest or longest tenured.
NCAA Board of Governor’s Recent Actions Aimed at Diversifying Leadership

• Board of Governors Resolution on Cultural Diversity and Inclusiveness in Athletics Leadership (January, 2016).

• The Pledge and Commitment to Promoting Diversity and Gender Equity in Intercollegiate Athletics (September, 2016).

• Endorsed by NACWAA.
NCAA Office of Inclusion

• SWA Research Project with 3 Fold Group Consultants

• Goal: To Optimize the SWA Role.

• Today: Opportunity for Your Input!
Best Practices
What is your current role at your institution and how are you involved in meaningful decision-making?
Best Practices – SWA/AD Relationship

How do you develop a working relationship with the SWA or AD to maximize athletics department success?
Best Practices – SWA/Conference Relationship

How do you develop a working relationship with the SWA or conference office to maximize athletics department success?
Best Practices

What are some SWA best practices?
Best Practices – Gender Equity and Title IX

What is your involvement with gender equity and Title IX in your role at your institution/conference?
Gender Equity and Title IX Resources

NCAA Office of Inclusion
http://www.ncaa.org/about/resources/inclusion

Sport Science Institute
Best Practices – Transition

What is some advice you would give to someone who has just been designated as the SWA?
Best Practices – Professional Development

What are some professional development opportunities or mechanisms for career advancement for SWAs?
Questions?